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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP  
PROGRAM**



# FOOD GUIDE

**DECEMBER 1962**

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

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**FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS**

**Broiler-Fryers • Turkeys**

**Maine Sardines • Fresh Oranges**

**Red Tart Cherries**

**Nonfat Dry Milk • Wheat Flour**

**Vegetable Shortening**

**The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.**

**A special service for FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

## FOR FOOD STAMP PROGRAM AREAS

### BROILER-FRYERS

MERCHANDISING HINTS: FOOD IS A BARGAIN--and from this month's "horn of plenty", fat and tender broiler-fryers offer regular and budget-minded shoppers an extra special bargain buy. Here's the "leader" item to spotlight at the start of your Christmas sales drive.

- Plan display to promote a chain reaction of related item sales. As a starter, use in-store poster work to recommend to "leg-weary" shoppers "quick and easy" fried chicken menus--dressed up with french fries and garden salad, etc. Make certain that suggested salesmates are displayed adjacent to broiler-fryer stocks. A representative display of some compatible foods right along with your birds "cooks-up" interest in fried chicken fare.
- Beautify sales point--Christmas like. Utilize green and red streamers to frame-in display. Why not hang up a few candy canes to get a change-of-pace look. Border birds with fresh cranberries--and let Santa and all his yuletide trimmings help you develop a real "trade-pulling" display.
- Use back drop wall space to advertise your in-store specials. Feature "Chicken By the Piece" for the Christmas season attraction--"Breasts"--"Thighs"--"Legs"--"Backs"--"Necks"--"Giblets". Novelty packs properly presented are best-sellers--a "triple breasted" (cut-up fryer with an extra breast) special will move a flock of birds. Don't forget "three-legged" packs--they'll move almost as well.
- Along with a full assortment of cut-ups, select parts, and whole birds featured at central case, double-feature top quality whole birds in the red meat department.

### CRANBERRIES

MERCHANDISING HINTS: It wouldn't be Christmas without Cranberries--these ruby red beauties are "traditional treats with holiday meats" and a sure-fire favorite with Mrs. Housewife when she's preparing colorful and exclusive Christmas salads and extra special pastry delights.

- Feature a well-stocked fresh berry display in produce lane, and hit 'em with "cut-case tray" floor stacks of canned sauce near meat and poultry departments. Run 2 for (\$ ) specials on "view-pak" fresh berries and attract trade to cranberry sauce with multi-can special deals.
- Remember, cranberries help other items show better--sell better. Position a few cranberry-filled shopping carts for inter-departmental displays at every likely "go-with" item point--for sure, near fast-moving Christmas turkeys, broiler-fryers, red meats, and seafood items, too.
- Place reminder offerings of fresh berries with appropriate gelatins, muffin mixes and other fitting Christmas pastry making ingredients.
- Extensive point-of-sales material is available from your distributor for "spot" and tie-in selling--multi-purpose posters, price strips, stack cards, newspaper mats, etc. Use it all to multiply sales. And newspaper food editors will pass out "brand new" cranberry recipes galore. Post a few at central display--perhaps, have "blow-ups" made to allow customers easy view.

### TURKEYS

MERCHANDISING HINTS: SELL MORE TURKEYS--store-wide sales go UP and PROFITS, too.



**DECEMBER 1962**

**DAILY  
FOOD GUIDE**

**MILK GROUP**

*Some milk for everyone*

**MEAT GROUP**

*2 or more servings*

**FRUIT AND  
VEGETABLE  
GROUP**

*4 or more servings*

**BREAD AND  
CEREAL GROUP**

*4 or more servings*

**OTHER FOODS**

*As needed*

# **FOOD BUYS**

For USDA Food Coupon Users  
and All Budget Minded Shoppers

**Nonfat Dry Milk**

**Broiler-Fryers • Turkeys**

**Maine Sardines**

**Cranberries**

**Fresh Oranges**

**Red Tart Cherries**

**Wheat Flour**

**Vegetable Shortening**

**VARIETY is the KEY**



- Every customer that walks through your door this month is a potential turkey purchaser--it's your job to see that he buys. Load case down with meal-inviting top quality, fresh and frozen, "toms" and "hens". Give customers a "full dress" parade with a colorful display--make it a store "standout". You'll need plenty of room for the "demand item of the month," so condense your fresh meat displays--devote 40-50 percent of available space to turkey during the week the "big run" is on.
- While it is essential that all size birds be stocked to suit each family need, 12-16 pound range turkeys should be in heaviest demand. Check early month sales experience factor and your trade demand before re-orders are made.
- "Roll out the red carpet" for the Christmas turkey shopper--remember, a turkey purchase rings up sales from all over the store. Organize your merchandising approach to inspire full-course Christmas turkey meals. Post a special CHRISTMAS DAY MENU loaded with everything from soup to nuts. Focus attention to your turkey display with planned placements of colorful vegetables and fruits. Scatter parsley in with your offering to promote the "freshness" look. Use top-notch P-O-P material and good sign work--pieces that really "ring the dinner bell".
- Start taking turkey orders early in the month--might offer to keep "lay-aways" in your "walk-in", provided space permits. Set front store window and in-store banners to prompt customers--"ORDER YOUR TURKEY NOW."

## FRESH ORANGES

MERCHANDISING HINTS: Christmas sales potential demands a large FRESH ORANGE display.

- In planning your fresh orange sales point prepacking is most important, since shoppers will be in a hurry to make the rounds. Experience factors show that about 70 percent of most grocers' sales, during the "holiday rush", will be in prepack form. Build a massive table display around a good stock of well colored bulk fruit--backed with the

best seasonal P-O-P material available. Flank bulk fruit layout with prepack mesh or film bags. Now, show display off with extra large price tags--and here, "talkers" should come into play.

- At Christmas time, a "STOCKING STUFFERS" header-sign is bound to draw heavy trade. Sales-minded grocers should also alert customers on the nutritional value of oranges--"Full of Sunshine and Vitamin C". And "talk" to shoppers about "Orange Ambrosia"--good now for plenty big sales.

## MAINE SARDINES

MERCHANDISING HINTS: Customers buy what they see--so be sure they get an extra good look at a real "economy buy"--Maine Sardines.

- Best formula for volume and profit--a jumbled display located preferably at end of seafood counter or near cracker gondola aisle. Keep shelf stocks loaded, too. Use "BUY-OF-THE-WEEK" selling sign--and a jumbo price card to give feature treatment to multi-can specials.
- You've got to create taste-appeal at display point--remember shoppers can't see through cans--so build-in appetizing atmosphere that excites taste buds. Here's how: plan catchy display sign work and point-of-sales material to promote protein-rich SARDINE SANDWICHES, and SARDINE SNACK and SARDINE SALAD ideas. Top-off display with token arrangements of saltines, appropriate loaf breads, mustard, pickles, olives, and a few bags of chips to get the shopper's eye. Maine sardines are good margin items--you'll find it pays to push them well.

## RED TART CHERRIES

MERCHANDISING HINTS: For truly scrumptious desserts with an appetizing Christmas look, red tart cherries fit the bill.

- Put a circular floor stack of canned 303's (cherry pie filler, also) to work right in the baking ingredient section. Offset display with "open case" tiers of pie crust mix. Stack card "prompters" and good P-O-P pieces recommending "cherry pie", "tarts", "cobblers", and "salads"--helps canned cherry movement and inspires added sales.

- Canned red tart cherries move faster when promoted in multi-units--so be sure both special floor display and shelf stock pricing is set for this selling pace.

**NON FAT DRY MILK--MERCHANDISING HINTS:** You'll find this a real action item offering budget-minded holiday shoppers good nutrition and quantity--for less money.

- Floor space is a problem at this heavy traffic time. However, find a location for an "open case" non fat dry milk display. Use a competitive price tag and good sales pieces to attract the shopper. At this season use good sign work and suggestion hints to publicize the wonderful ways non fat dry milk can be used--for cooking, beverages and the like. And distributors should have some "help yourself" recipes for you to place at sales point. Check and see.

**WHEAT FLOUR--MERCHANDISING HINTS:** You'll experience extra heavy business on both plain and self-rising flour supplies now--homemade Christmas breads and pastry baking will give flour sales a terrific boost.

- Get floor display offerings spotted for easy pick up on a good traffic aisle, but be sure those shelf stocks are loaded down, too. Main floor display should be set up for related item selling. Team shortening, glazed fruits and fresh fruits, nuts, chocolate, etc., with flour display for top sales results.

**VEGETABLE SHORTENING--MERCHANDISING HINTS:** A fully stocked display--small and large size containers--will be "right at home" in the baking ingredient department this month, when large scale cooking and baking is in full swing.

- You've got to dress up your sales spot--suppliers have top-notch P-O-P material, appetizing "handout" recipes, and special display materials that are geared to help you with your selling job. Request their assistance. Shortening should get good advertising build-up beginning early in the month.

## MENU OF THE MONTH

FRIED CHICKEN with gravy

Mashed Potatoes

Buttered Squash

Cranberry Relish

Sliced Orange Salad

Hot Biscuits      margarine

Milk      Homemade Cherry Pie

## RECIPE OF THE MONTH

### FRIED CHICKEN

Broiler-fryer, 1½ to 3  
pounds, ready to cook  
Fat or oil

Salt  
Flour  
Pepper

Season chicken with salt and pepper and roll in flour.

Heat fat (about ½ inch deep) in a heavy fry pan.

Put the thickest pieces of the chicken in the fat first. Do not crowd--leave enough space for the fat to come up around each piece.

Cook slowly, turning often. Do not cover pan. The thickest pieces will take from 20 to 35 minutes to cook.

After the pieces have been browned, cooking may be finished in a moderate oven (350° F.) if more convenient.

